



Genre analysis of Korean beauty content on YouTube: Implications for teaching presentation skills

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ABSTRACT

The rapid growth of educational content on YouTube as learning material for foreign language acquisition and presentation practice has gained widespread popularity, with Korean beauty content emerging as a particularly influential reference for learners seeking to enhance their presentation skills. However, research exploring genre structures and their contribution to presentation effectiveness remains limited. This study aims to identify genre patterns employed in Korean beauty YouTube videos and analyze their implications for the development of presentation skills. Using a qualitative approach and genre analysis method, the study examines purposively selected Korean beauty videos. The research instrument consists of a Move-Step analysis framework adapted from Chang & Huang (2015), with data analysed through identification, categorization, and interpretation of rhetorical patterns. The findings reveal that Korean beauty videos on YouTube follow a well-organized presentation structure—beginning with audience orientation, followed by topic introduction, systematic content development, and concluding with a summary and audience appreciation. Additionally, speakers' attitude expressions strengthen audience engagement. These results highlight the importance of understanding genre patterns to improve presentation effectiveness, particularly in crafting compelling openings, coherent content delivery, and impactful conclusions. The study recommends that future research integrate multimodal analysis to examine the role of visual and gestural elements in optimizing message delivery in the digital era.

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1. INTRODUCTION

The integration of technology in education has become an integral component of modern learning processes (Heidari et al., 2021). In this digital era, advances in internet connectivity, mobile technology, and educational applications have fundamentally transformed how society accesses knowledge by providing flexible learning opportunities unconstrained by spatial and temporal limitations. This transformation has particularly significant implications for informal foreign language learning, where learners can explore authentic materials aligned with their personal interests and individual learning needs (Rezai & Goodarzi, 2025). Learning effectiveness can be enhanced through the creation of engaging and interactive learning environments, particularly through the utilization of innovative digital learning media (Brook, 2011). Within this context, YouTube has emerged as a primary platform providing video-based educational content with global reach, especially for language learners seeking informal learning experiences through culturally relevant and engaging content (Yurieva et al., 2021).

Among the many social media platforms, YouTube has become one of the primary mediums that allows users to upload, view, and share experiences freely (Yusriani et al., 2022). In 2023, the number of active YouTube users in Indonesia reached 139 million (PT We Are Social Indonesia, 2024). The platform's openness to various types and lengths of videos grants creators the freedom to express their experiences, both for entertainment and educational purposes. In this context, the phenomenon of Korean beauty trends on YouTube demonstrates the platform's effectiveness in supporting language learning (Setiadi et al., 2019), in line with Vygotsky's theory (1978) on the importance of social context and interaction in knowledge construction. Understanding the rhetorical structure within beauty content serves as a foundational element for foreign language acquisition, as diverse content from beauty creators indirectly facilitates the natural learning of a new language.

The Korean language has become one of the most popular foreign languages in Indonesia over the past few decades. In fact, Indonesia ranks first among Southeast Asian countries, with 86.3% of its population showing the highest interest in Korean content in 2023 (MSCT, 2024). One of the most fascinating aspects for the public, particularly the younger generation, is digital content related to Korean beauty, makeup techniques, and Korean-style skincare. The rising interest in Korean beauty content has spread widely through platforms such as YouTube, TikTok, and *Instagram*. This phenomenon also demonstrates how personal preferences can shape language learning patterns to become more relevant and engaging (Jung, 2011; Zhang, 2020).

Through Korean beauty content, various rhetorical structural elements used by creators can be identified—whether in videos, descriptions, captions, or audience comments. This is because Korean beauty content on YouTube cannot be separated from its distinctive communicative characteristics. Such videos are typically designed with a systematic delivery structure, engaging visuals, and friendly yet informative language. Additionally, content creators often combine personal narratives, step-by-step demonstrations, and audience interaction prompts, fostering two-way communication (Zhang, 2020). The success of these communication strategies highlights the importance of understanding the rhetorical structure and conventions behind the production of digital beauty content. Analyzing these elements can provide deeper insights into how learners gain knowledge about Korean beauty techniques and culture informally or passively (Sjam et al., 2022).

The effectiveness of these communication strategies underscores the importance of grasping the rhetorical framework and conventions behind digital beauty content creation.

From an academic perspective, the genre analysis approach is highly relevant in examining communication patterns within digital content, including YouTube. (Swales, 1990) defines genre as a group of texts that possess particular structures, purposes, and social conventions that evolve according to their usage context. From this viewpoint, beauty videos on YouTube are not merely entertainment products, but also communication media with organized rhetorical structures consisting of introductions, content explanations, and closings—designed to achieve specific communicative goals (Chen et al., 2023). Within the genre analysis framework, a “Move” refers to a communicative function, while a “Step” indicates a sub-communicative function that effectively supports the delivery of intended information (Suherdi et al., 2020).

Research on genre structure and rhetorical patterns in Korean beauty content on YouTube is still known to be very limited, with no studies found that specifically analyze this aspect within the context of Korean beauty. However, several previous studies highlight the role of YouTube as a medium for language learning, particularly Korean. (Lee, 2020) emphasizes that Korean language learning content on YouTube, through multimedia learning and social interaction theory approaches, is efficacious in improving audience skills. (Calvo et al., 2024), through comment analysis on videos tagged with #learnkorean, found that YouTube encompasses various aspects of the language system through community interactions. In addition, (Cho & Suh, 2021) show that the use of subtitles on YouTube combines conventional and innovative translation strategies as well as neologisms to attract young viewers. (Safitri & Efendi, 2024) highlight the importance of rhetorical elements such as ethos, pathos, and logos in delivering educational messages among Hallyu and Korean fans. Meanwhile, (Ulya & Yulianti, 2022) found a correlation between exposure to videos on the Kimbab Family channel and interest in learning Korean, primarily through mixed Korean-Indonesian content and the use of engaging subtitles.

Therefore, this study aims to analyze the genre structure and rhetorical patterns that shape Korean beauty content on YouTube. In this context, Swales’ genre theory serves as a relevant framework for understanding how elements within YouTube beauty content function in delivering messages and building communication with audiences. (Swales, 1990) emphasizes that genre has specific communicative purposes and is produced within a particular social context. Korean beauty content on YouTube can be considered a genre that aims to educate viewers about Korean beauty and skincare techniques, while also fostering audience interaction and engagement. Thus, this research not only explores communication dynamics within social media but also provides insights into how genre elements can facilitate effective information delivery in digital spaces. Based on the above background, this study will address two research questions:

1. What are the rhetorical structures found in Korean beauty content on YouTube?
2. What is the move-step pattern, which shapes Korean Beauty Content on Youtube?

The findings of this study are expected to provide a deeper understanding of how genre structure and rhetorical patterns in Korean beauty content on YouTube shape effective and engaging communication strategies for audiences. Furthermore, the results of this research can be utilized in the development of digital content, particularly by creators and stakeholders in the beauty industry who aim to enhance viewer appeal and engagement. These findings are also

expected to serve as a valuable reference for researchers, educators, and media practitioners in designing and utilizing digital content as a more contextual, innovative, and relevant means of communication aligned with current societal needs.

2. METHOD

2.1. Corpus and Data Collection

This study employs a qualitative methodology, which is a commonly adopted approach in genre analysis research (Harisbaya et al., 2021; Kanafani et al., 2022; Pratiwi & Kurniawan, 2021). The research corpus consists of Korean beauty content videos obtained from YouTube, to analyze genre structures and rhetorical patterns in Korean-language beauty presentations. The data collection process involved searching, selecting, watching, and closely examining 15 videos created by five Korean beauty content creators. After a screening process, nine final videos from three creators were selected, each representing three videos with varied themes—including makeup tutorials, skincare routines, and daily beauty tips. The selection criteria included the following:

1. The beauty creators are native Korean speakers.
2. The video duration ranges between 16 and 21 minutes to ensure rhetorical completeness.

Following video selection, all audio content was transcribed verbatim into Korean and verified to maintain data integrity and contextual consistency with the original material. For data analysis, this study adopts the move analysis method proposed by Kanoksilapatham (2007). Textual data were manually examined, with a focus on paragraphs or discourse units containing complete ideas. Prior to coding, the dataset was reviewed thoroughly to ensure a deep understanding. Each segment was assigned a specific code (Step) according to its communicative role, then grouped into a broader functional category (Move). The classification results indicated complete alignment with the adopted method, without requiring modifications.

2.2. Research Instrument

In this study, genre analysis of Korean beauty content on YouTube was conducted using the rhetorical move framework introduced by Chang & Huang (Chang & Huang, 2015). This framework was selected because it has proven effective in identifying and analyzing rhetorical structures in academic oral presentations, particularly within the TED Talks genre. Although initially designed for TED Talks, the framework was adapted to align with the characteristics of the research data—namely, Korean beauty videos on YouTube. Chang & Huang's framework (Chang & Huang, 2015) was chosen because the delivery of information in Korean beauty videos shares similarities with TED Talks presentations, including systematic structure, argumentative progression, and audience interaction. Therefore, this framework is considered suitable for identifying and analyzing the rhetorical structures present in the beauty video genre on YouTube. It is used to map and categorize rhetorical moves and steps that appear in Korean beauty content, with adjustments made to ensure contextual relevance with the unique features of beauty videos, allowing the results to reflect the distinctive rhetorical patterns of the genre. Table 1 presents the seven rhetorical moves identified by Chang & Huang (Chang & Huang, 2015), along with their corresponding steps.

Table 1.
Framework Chang and Huang

Move 1	Listener Orientation	Step
	Step 1	Greet audience
	Step 2	Engage in meta-level discussion
Move 2	Topic introduction	Step
	Step 1	Set the scene
	Step 2	Announce the topic
	Step 3	Outline structure
Move 3	Speaker presentation	Step
	Step 1	Introduce oneself
	Step 2	Establish authority
	Step 3	Show Stance/ Position
Move 4	Topic Development	Step
	Step 1	Present an Argument
	Step 2	Offer an Explanation
	Step 3	Describe a Process/ Series of Events
Move 5	Closure	Step
Move 6	Concluding Messages	Step
	Step 1	Call for Action
	Step 2	Make Generalization/ Offer Speculation
Move 7	Acknowledgements/ Gratitude	Step

The framework developed by Chang & Huang was based on a study of 58 TED Talks across a wide range of interdisciplinary topics, enabling it to represent the rhetorical patterns commonly found in TED-style presentations. Generally, a TED Talk begins with an effort to capture the audience’s attention through a greeting or meta-level commentary designed to spark interest. The next stage typically involves a clear announcement of the topic to be discussed, accompanied by an explanation of the topic’s importance—in other words, emphasizing the relevance and significance of the presentation. The core section then focuses on the speaker’s proposition concerning the topic, including elaboration and supporting arguments. Finally, a TED Talk usually concludes with a signal that the presentation is nearing its end, followed by a strong call to action directed at the audience, and a closing note of gratitude for their attention.

2.3. Data Analysis

Table 2 below exhibits the example of analysis result.

Tabel 2.
The Example of Analysis Result

No	Text Excerpt	Step	Move
1	안녕 공그미들! 안녕하세요, 안다입니다.	1	M1
2	오늘 제 목 어때요? 약간 허피, 보헤미안 이런 느낌이 아니냐? 요즘 모리걸이라고 하는 스타일이 뷰티 키워드로 많이 떠오르고 있더라고요. 아오이유님이나 공효진님, 이런 분들도 많이 계시는데 여원님 같은 숏에 샅 것 같은 밝고 깨끗한 느낌의 소녀 스타일 있었어요. 자기만의 그런 추종미를 하나씩 갖는 게 요즘 트렌드잖아요. 모리걸 스타일이 제 추종미랑 너무 잘 맞는 거예요. 그리고 약간 이런 룩 스타일도 제가 되게 좋아하는데 스타일이에요.	2	M1
3	문화권에서도 번티지한 이런 느낌의 옷을 되게 좋아해가지고 제가 갖고 있는 옷으로 이렇게 입고 있는데 그런 모리걸 스타일의 한 번 메이크업을 해보면서 같이 또 오랜만에 떠들떠들하는 시간을 가져보려고 합니다. 제가 또 이번에 화장품들을 엄청 많이 샀거든요. 여러분들이랑 같이 써보면서 떠들면 재밌지 않을까 싶어가지고 제품들도 같이 한 번 다 보여드릴게요. 바로 시작해볼까요? 고고!	3	M2
4	오늘 베이스는 이걸로 커버를 해볼 겁니다. 제가 이번에 시크르에 가가지고 화장품들 진짜 잔뜩 사왔거든요. 매장에서 테스트를 딱 했는데 일차로도 엄청 좋고 너무 쫄쫄하고 이래가지고 무조건 사야겠다 이라고 바로 집어온 제품이에요. 파프로 불렌딩 해줄게요. 이거는 필리필리 퍼프. 저는 올리브영이나 시크르나 이런 화장품 매장 가면 기본 20만 원씩은 쓰고 오는 것 같아요. 제가 또 올리브영에 이번에 신상 나온 것 중에 갖고 싶은 게 있어가지고 그것도 지금 오늘도립으로 시켰거든요. 돌돌하는 중간에 쓸 것 같아요. 아, 핵심이 엄청 빠른 편이네요.	9	M4
5	불렌딩을 빠르게 해줘야 될 것 같아요. 그래도 커버력이랑 이런 거는 아주 마음에 들어. 컬러도 마음에 들고	8	M3
6	그다음에 이걸로 이제 베이스 해줄게요. 이거 메이크업에비 파우더 파운데이션이고 컬러는 R02라고 하는 컬러이고요 브러쉬도 써보고 파프로 다른 거 써보고 했는데 이 내장되어 있는 파프가 제일 중합이 좋더라고요. 밑에 한 겹 더 있었어요. 근데 이 한 겹이 엄청 보들보들해요. 이 보들보들한 면이 파우더를 되게 균일하게 모공에 속속 할 들어갈 수 있게 해주는 것 같아요. 타치를 잘 해가지고 손등에다가 조금 양 조절을 해주고 약간 이렇게 쓸면서 발라줍니다. 모공 틈은 데는 이렇게 두들겨주시고요.	10	M4
7	파우더 처리 따로 할 필요 없이 진짜 빨리 할 수 있거든요. 눈가 쪽도 같이 쓸어주고 아무래도 파우더 타입이다 보니까 스킨케어나 선크림 같은 거 좀 공할 안 맞는 애들 쓰면 약간 뭉치고 끼고 이런 느낌이 있거든요. (3 그래서 공할 잘 맞는 애들 잘 찾아야 돼. 모공이나 이런 거 하나도 없이 뽕뽕하게 표현이 돼가지고 이런 뽕뽕한 메이크업 하고 싶을 때는 좋더라고요. 이렇게 해줍니다. 얼굴 너무 약간 필러 씌는 것 같은데 너무? 뽕뽕한 이런 베이스가 좀 포인트일 것 같아가지고 이렇게 해주면 될 것 같아요. 모리걸 메이크업 준비하면서 아오이유 님의 사진을 굉장히 많이 참고를 했는데 눈썹이 자연스러운데 엄청 예쁘게 나 있지 않아요? 밖으로 갈수록 좀 흐려지고 중간 부분은 되게 진한 느낌이라고요.	9	M4

All data were documented in Microsoft Excel to calculate the frequency of Occurrence and Saliency of each Move and Step using criteria established by Kanoksilapatham (2005). Occurrence refers to the frequency with which a Move or Step appears within the corpus, while Saliency refers to the number of texts containing the respective Move or Step (Suherdi et al., 2020). Saliency classification criteria followed Kanoksilapatham (2005) as adopted by (Suherdi et al., 2020), with categories defined as follows: obligatory (present in 100% of the data), conventional (present in 66–99%), and optional (present in less than 66%). To validate the credibility of the results, 25% of the classified data was reviewed by a linguistic expert specializing in academic genre analysis.

3. FINDINGS AND DISCUSSION

The findings of this study include an analysis of the Moves and Steps in Korean beauty content on YouTube, which reveal a diversity of communicative structure patterns employed by content creators. These Moves are realized through the inclusion of several obligatory Steps that serve as additional elements to achieve the specific rhetorical goals of each Move.

3.1. Rhetorical Move Realization in Korean Beauty content on YouTube

The analysis of Moves and Steps in Korean beauty content on YouTube reveals a diversity of communication structures employed by the creators. A Move is sometimes realized through several obligatory Steps, which serve as additional components to achieve the specific communicative purpose of each Move. The combination of Moves and Steps assists article writers in fulfilling their rhetorical aims when composing academic abstracts (Nurul Aini Akrima Sabila, 2020). A substantial number of studies focusing on abstracts incorporate move analysis, due to the importance of rhetorical conventions in academic writing. Researchers must adapt to disciplinary discourse and its rhetorical norms, which may differ from their native language (Kaya & Yağız, 2020).

These findings are reflected in the occurrence and saliency of each Move and Step. Tables 3 and 4 below present the distribution and frequency of appearance for each identified Move and Step.

Table 3.

Occurrences of moves and steps in the Korean Beauty Content on YouTube

Move/ Step	n = 472	Percentage (%)
Move 1 (Listener Orientation)	17/472	3,60%
Step 1 (Greet Audience)	10/17	58,82%
Step 2 (Engage in meta level Discussion)	7/17	41,18%
Move 2 (Topic Introduction)	20/472	4,24%
Step 1 (Set the Scene)	10/20	50,00%
Step 2 (Announce the Topic)	5/20	25,00%
Step 3 (Outline Structure)	5/20	25,00%
Move 3 (Speaker Presentation)	67/472	14,19%
Step 1 (Introduce Oneself)	0/67	0,00%
Step 2 (Establish Authority)	3/67	4,48%
Step 3 (Show Stance/ Position)	64/67	95,52%
Move 4 (Topic Development)	349/472	73,94%
Step 1 (Present an Argument)	97/349	27,79%
Step 2 (Offer an Explanation)	107/349	30,66%
Step 3 (Describe a Process/ Series of Events)	145/349	41,55%
Move 5 (Closure)	5/472	1,06%
Move 6 (Concluding Messages)	5/472	1,06%
Step 1 (Call for Action)	1/5	20,00%
Step 2 (Make Generalization/ Offer Speculation)	4/5	80,00%
Move 7 (Acknowledgement/ Gratitude)	9/472	1,91%

A total of 472 Moves were identified within Korean beauty content on YouTube. Move 4 emerged as the most dominant, indicating that content creators place strong emphasis on the development and delivery of the core material in their videos. This finding aligns with (Lee, 2020), who emphasized the effectiveness of Korean content on YouTube through multimedia learning approaches with systematic topic development. The second most frequent was Move 3, in which creators expressed personal opinions, though they rarely introduced themselves. This trend aligns with findings from (Syifa Fauzia Qurratu'aini et al., 2022) and (Harisbaya et al., 2021) who also identified high usage of Move 3 and Move 4. The prevalence of Move 3 supports (Safitri & Efendi, 2024) regarding the importance of ethos elements, where personal attitude expressions build credibility in educational content. In contrast, Move 5 and Move 6 appeared the least frequently, suggesting that formal closures and concluding reflections are not prioritized in this genre. The low occurrence of Move 5 also mirrors the study by (Kanafani et al., 2022), where Move 5 was the least frequently used among the six identified Moves. This pattern reflects the innovative approach (Cho & Suh, 2021), who noted that Korean YouTube content combines conventional and innovative strategies with flexibility in closing segments.

Moves 1 and 2 appeared in all analyzed videos, indicating that Korean beauty content creators consistently included introductions and audience interaction. This supports (Kanafani et al., 2022) findings, which suggest that Korean beauty creators tend to begin their videos with a structured greeting or direct engagement with viewers. The consistency of audience orientation aligns with (Calvo et al., 2024) regarding the importance of community interaction and initial audience engagement. In this analysis, speakers were found to integrate both elements consistently. Overall, the findings reveal that Korean beauty creators emphasize the depth and flow of their content while still providing structured openings. Table 3 below presents the complete distribution and consistency of each Move and Step identified in this analysis.

Table 4.
Salience of moves and steps in the Korean Beauty Content

Move/ Step	n = 472	Percentage (%)
Move 1 (Listener Orientation)	9/9	100%
Step 1 (Greet Audience)	9/9	100%
Step 2 (Engage in meta level Discussion)	5/9	56%
Move 2 (Topic Introduction)	9/9	100%
Step 1 (Set the Scene)	8/9	89%
Step 2 (Announce the Topic)	5/9	56%
Step 3 (Outline Structure)	4/9	44%
Move 3 (Speaker Presentation)	7/9	78%
Step 1 (Introduce Oneself)	0/9	0%
Step 2 (Establish Authority)	1/9	11%
Step 3 (Show Stance/ Position)	7/9	78%
Move 4 (Topic Development)	9/9	100%
Step 1 (Present an Argument)	9/9	100%
Step 2 (Offer an Explanation)	9/9	100%
Step 3 (Describe a Process/ Series of Events)	9/9	100%
Move 5 (Closure)	5/9	56%
Move 6 (Concluding Messages)	4/9	44%
Step 1 (Call for Action)	1/9	11%
Step 2 (Make Generalization/ Offer Speculation)	4/9	44%
Move 7 (Acknowledgement/ Gratitude)	8/9	89%

In Korean beauty content on YouTube, four Moves are classified as obligatory: Move 1 (Audience Orientation), Move 2 (Topic Introduction), Move 3 (Speaker Presentation), and Move 4 (Topic Development). These Moves consistently appeared across all analyzed videos, indicating that this structure forms a core part of content delivery. This finding aligns with previous studies, such as (Juanda & Kurniawan, 2020) , which identified Move 1 as the most frequently occurring Move, followed closely by the others. Also supports (Calvo et al., 2024), who emphasized the critical role of initial audience engagement in Korean content through community interactions. Move 5 (Closure) is considered conventional—present in most content but not consistently. This pattern aligns with (Ulya & Yulianti, 2022), who found that acknowledgment expressions build stronger viewer connections and enhance learning motivation through engaging content. Likewise, Move 6 (Closing Message) and Move 7 (Acknowledgement/Gratitude) are also conventional, reflecting that many speakers opt to include closing remarks and expressions of appreciation, though not universally. (Ulya & Yulianti, 2022), who found that acknowledgment expressions build stronger viewer connections and enhance learning motivation through engaging content.

Overall, the salience structure in Korean beauty content suggests a strong tendency among speakers to begin with a greeting, clearly introduce the topic, and present material with a consistent personal tone, while tailoring the closing segment to their style.

Move 1 (Listener Orientation)

Move 1 (Listener Orientation) is the most frequently occurring Move and plays a key role in outlining the background (Juanda & Kurniawan, 2020). Its primary function is to establish an interpersonal connection between the creator and the Audience through interactive language, often touching on matters unrelated to the main beauty topic of the video. This Move comprises two steps: (1) Greet Audience, referring to the delivery of an opening salutation; and (2) Engage in Meta-Level Discussion, such as sharing personal experiences or responding to audience questions.

In Korean beauty content on YouTube, Listener Orientation appears consistently, with creators frequently greeting their Audience at the beginning of the video to foster a familiar and engaging atmosphere. Additionally, meta-level discussions feature in over half of the videos, adding a layer of interaction that enables viewers to feel more connected to the speaker. These findings suggest that Listener Orientation is a vital element in building a closer relationship between creators and their Audience within the beauty content genre.

Table 5.

The Realization of Move 1 in Korean Beauty Content on Youtube Channel

Move / Step	Text Excerpt
Move 1 (Listener Orientation)	
Step 1 (Greet Audience)	“안녕하세요” (<i>Amnyeonghaseyo</i>) (Hello)
Step 2 (Engage in meta-Level Discussion)	“여러분이 종종 댓글로 피부 고민에 대해서 남겨 주시더라고요 시간이 지나면 다 사라지는 녹아내리는 피부 화장 다크닝 심한 피부 뭘 발라도 건조한 피부 속은 건조한데 거은 기름진 속건조 피부 등등 피부 많은 고민들이 있잖아요 오늘 해결해 드릴게요 그럼 얼른 시작해 볼게요.” (<i>yeoleobun-i jongjong daesgeullo pibu gomin-e daehaeseo namgyeo jusideolagayo sigan-i jinamyeon da salajineum nog-anaelneum pibu hwajang dakeumjing simhan pibu mwol ballado geonjohan pibu sog-eum geonjohande geoeum gileumjin soggeonjo pibu deungdeung pibu manh-eum gomindeul-i issjanh-ayo oneul haegyeolhae deuilgeyo geuleom eolleun stjaghae bolgeyo.</i>) (Many of you often leave comments about your skin concerns. Melting skin that disappears over time, darkening skin with severe makeup, dry skin no matter what you put on, oily skin on the inside but dry on the outside, etc. There are many skin concerns. I'll solve them today. Let's get started quickly.)

In Korean beauty content on YouTube, video openings commonly begin with a warm greeting such as “안녕하세요” (*Annyeonghaseyo* / Hello). This greeting reflects Korean communication culture, which emphasizes politeness and emotional warmth—even in informal contexts like beauty content. In Step 2 (Engage in Meta-Level Discussion), speakers directly address common audience concerns, such as skin issues, with phrases like:

“여러분이 종종 댓글로 피부 고민에 대해서 남겨주시는데요...”

(*Many of you often leave comments about skin concerns...*)

Such statements demonstrate that the speaker is directly responding to audience input, creating the impression that the video is tailored to viewers' needs. The use of familiar and empathetic language strengthens the personal connection while fostering trust. This approach aligns with (Calvo et al., 2024) who found that YouTube encompasses various aspects of language systems through community interactions, emphasizing how direct audience engagement creates meaningful connections in digital learning environments. Overall, Move 1 is realized through warm greetings that establish closeness, followed by an opening discussion that addresses audience concerns directly. This is conveyed in a manner that is both solution-oriented and personal—not merely informative.

Move 2 (Topic Introduction)

Move 2 (Topic Introduction) occurs when the speaker introduces the topic that will be discussed with the audience. This Move also serves to establish a solid foundation for the upcoming discussion. It consists of three Steps: (1) Set the Scene, providing initial context or background to prepare the audience; (2) Announce the Topic, clearly stating the subject matter of the content; *Outline Structure*, briefly describing the organization or flow of the content that will follow.

Table 6.

The Realization of Move 2 in Korean Beauty Content on YouTube Channel

Move / Step	Text Excerpt
Move 2 (Topic Introduction)	
Step 1 (Set the Scene)	<p>“메이크업하면서 어려웠던 부분이나 잘못하고 계셨던 부분들을 잡아드리고 또 초분들이 쓰기 좋은 제품들도 어떤 게 있는지 보여드릴 거예요. 그럼 알른 시작해볼게요. 자, 피부 베이스 메이크업을 시작해볼게요.”</p> <p>(<i>meikeueobhamyeonseo eolyeowossdeon bubun-ina jalmoshago gyesyeossdeon bubundeul-eul jab-adeuligo tto chobobundeul-i sseugi joh-eun jepundeuldo eotteon ge issneunji boyeodeulil geoyeyo. geuleom eolleum sijaghaebolgeyo. ja, pibu beiseu meikeueb-eul sijaghaebolgeyo.</i>)</p> <p>(I'll point out the parts that were difficult or that you were doing wrong while doing your makeup, and I'll also show you some products that are good for beginners. So let's get started quickly. Okay, let's start with base makeup.)</p>
Step 2 (Announce the Topic)	<p>“오늘은 메이크업 초분들을 위한 영상이에요.”</p> <p>(<i>oneul-eum meikeueb chobobundeul-eul wihan yeongsang-ieyo</i>)</p> <p>(Today's video is for makeup beginners.)</p>
Step 3 (Outline Structure)	<p>“내 스킨케어 잘 됐는지 확인하는 방법 알려 드릴게요 스킨케어가 다 끝난 상태에서 손등으로 얼굴을 만져 보세요 축축한 느낌이 들면서 미끌거리고 약간 질퍽한 느낌 너무 미끌미끌 축축한 그런 느낌이 들면 스킨케어가 과하게 된 거예요.”</p> <p>(<i>nae seukinkeega jal dwaessneunji hwag-inhaneun bangbeob alhyeo deulilgeyo seukinkeega da kkeutnan sangtaeseo sondeung-eulo eolgul-eul manjyeo boseyo chugchughan neukkim-i deulmyeonseo mikkeulgeoligo yaggan jilpeoghan neukkim neomu mikkeulmikkeul chugchughan geuleon neukkim-i deulmyeon seukinkeega gwahage doen geoyeyo</i>)</p> <p>(I'll tell you how to check if your skincare is good. After you've finished your skincare, touch your face with the back of your hand. If it feels damp, slippery and a little sticky. If it feels too slippery and wet, then your skincare is too much.)</p>

In Step 3, the speaker begins by offering a preview of the content to be discussed. For example: “메이크업하면서 어려웠던 부분이나 잘못하고 계셨던 부분들을 잡아드리고 또 초보분들이 쓰기 좋은 제품들도 어떤 게 있는지 보여드릴 거예요.” (“I will highlight areas that are often difficult or mistaken during makeup application and also show products suitable for beginners.”) This indicates that the speaker understands the audience’s common struggles and intends to offer practical solutions, thereby shaping clear expectations.

In Step 4, the speaker explicitly states that the video is tailored for beginners, which strengthens viewer engagement—especially among those who identify with the target audience. Step 5 introduces the structure or flow of the video, suggesting a step-by-step delivery of techniques. This practical explanation assures the audience that they will be guided gradually, enhancing ease of comprehension.

Overall, Move 2 is realized by setting a clear context, emphasizing the benefits of the video, stating the topic explicitly, identifying the target audience, and outlining the content structure practically. This systematic approach to topic introduction supports (Lee, 2020)'s findings that Korean language learning content on YouTube effectively enhances audience skills through multimedia learning approaches, where clear organizational patterns and structured introductions facilitate better comprehension and engagement.

Move 3 (Speaker Presentation)

In this study, Move 3 is not fully realized, particularly in Step 2 (Introduce Oneself), which is absent—contrary to findings in (Syifa Fauzia Qurratu’aini, 2022). Move 3 serves as a space for speaker acknowledgment and self-introduction, where the speaker typically presents their background and connects it to the topic discussed.

Move 3 comprises three Steps: (1) Introduce Oneself, sharing personal identity and role relevant to the topic. (2) Establish Authority, providing credentials, experience, or expertise to build credibility. (3) Show Stance/Position, stating the speaker’s opinion, attitude, or intention regarding the topic.

In Korean beauty content on YouTube, this Move functions as the central part of the video where the speaker delivers the core material, such as tutorials, beauty tips, or product demonstrations. The Move plays a key role in positioning the speaker as a credible source and expressing their perspective on the subject matter.

Table 7.

The Realization of Move 3 in Korean Beauty Content on Youtube Channel

Move/Step	Text Excerpt
Move 3 (Speaker Presentation)	
Step 1 (Introduce Oneself)	-
Step 2 (Establish Authority)	<p>“저는 바이오더 포어 콜라겐 앰플 사용하고 있어요 지금 거의 다 썼거든요 지금 이제 몇 병째인지 모르겠어요 한 다섯 병재가.”</p> <p><i>(jeoneun baiodeo po-eo kollagen aempeul sayonghago iss-eoyo jigeum geoui da sseossgeodeun-yo jigeum ije myeoch byeongjaeinji moleugess-eoyo han daseos byeongjaega)</i></p> <p>(I'm using Bioheal Pore Collagen Ampoule. I'm almost finished, probably five bottles.)</p>
Step 3 (Show Stance)	<p>“할 수 있는 방법으로는 토너패드 를 추천해 드려요.”</p> <p><i>(hal su issneun bangbeob-euloneum toneopaedeu leul chucheonhae deuiyeoyo)</i></p> <p>(As a possible method, I recommend a toner pad.)</p>

In Step 7, the speaker demonstrates product familiarity by referencing repeated usage: “저는 바이오더 포어 콜라겐 앰플 사용하고 있어요 지금 거의 다 썼거든요 지금이제 몇 번째인지 모르겠어요 한 다섯 번째?” (“I am using the Bioheal Pore Collagen Ampoule. It is nearly finished—I have lost count of how many bottles I have used, maybe five?”) This statement implies deep personal experience with the product, signaling credibility through consistent use. Rather than stating professional qualifications, the speaker’s authority is conveyed through practical engagement, which resonates more effectively with general audiences seeking relatable and trustworthy advice.

In Step 8, the speaker offers a personal opinion or direct recommendation related to the topic, such as: “할 수 있는 방법으로는 토너패드를 추천해 드려요.” (“As a method you can try, I recommend toner pads.”) This statement reflects a clear stance regarding a solution the speaker finds effective, serving both as an endorsement and a practical guide. Through such personal recommendations, the speaker not only shares knowledge but also establishes a sense of involvement and guidance. This enhances the speaker’s credibility and reinforces trust by grounding advice in lived experience rather than abstract information.

Overall, Move 3 in Korean beauty content is realized through the speaker’s implicit authority built on repeated personal experiences with products and their clear expression of stance or recommendations. Rather than relying on formal credentials, credibility is established via relatable, consistent product usage and sincere advice based on firsthand trials. This strategy aligns with (Safitri & Efendi, 2024)’s emphasis on rhetorical elements such as ethos in educational content delivery, where personal attitude expressions and authentic experiences function as credibility-building elements that establish trust with the audience. This strategy fosters a sense of honesty, practicality, and proximity—qualities highly appreciated by audiences in this genre.

Move 4 (Topic Development)

Move 4 refers to the elaboration of how something is made, done, or occurs through a series of steps. It typically consists of three key Steps: (1) Present an Argument, the speaker introduces a personal viewpoint or rationale behind a particular method or choice. (2) Offer an Explanation, the speaker provides a detailed account or technical reasoning to support their argument. (3) Describe a Process/Series of Events, the speaker outlines the method or demonstrates the sequence of actions involved.

In Korean beauty content, Move 4 constitutes the core of the video, where the speaker elaborates on the topic gradually through a mix of opinions, technical explanations, and instructional guidance. This step-by-step approach enables the audience to follow the process clearly while understanding the reasoning behind each decision. Lee J. (2020)’s findings that Korean language learning content on YouTube effectively enhances audience skills through multimedia learning approaches, where clear organizational patterns and structured content delivery facilitate better comprehension and engagement. The rhetorical strategy reflects a balance between subjective preference and objective method, reinforcing clarity, credibility, and accessibility.

Table 8.

The Realization of Move 4 in Korean Beauty Content on YouTube Channel

Move / Step	Text Excerpt
Move 4 (Topic Development)	
Step 1 (Present an Argument)	<p>“잘 쓰고 있어서 앰플이 너무 가득 들어 있어서이 패드 한 장으로 얼굴 닦아주면 물 톤업 바른 것처럼 엄청 촉촉해져요 그리고이 패드가 일반적인 화장솜 같은 패드가 아니라 벨링 시트예요 아주 민감한 피부도 이렇게 닦아 봤을 때 전혀 자극이 없어요 그리고 토너 대신 할 수 있을만큼 정말 촉촉하면서 오일리지 않아서 좋아요 그래서 물 토너가 약간 번거로우신 분은 토너패드도 여러 번 닦아 주는 거 추천해 드립니다.”</p> <p><i>(jal sseugo iss-eoseo aempeul-i neomu gadeung deul-eo iss-eoseoi paedeu ham jang-eulo eolgul dakk-ajumyeon mul ton-eob baleum geoscheoleom eomcheong hogchoghhaejyeoyo geuligo paedeuga ilbanjeog-in hwajangsom gat-eun paedeuga anila bellingsitneyoyo aju mingamhan pibudo ileohge dakk-a jwoss-eul ttae jeonnyeo jageung-i eobs-eyo geuligo toneo daesin hal su iss-eulmankeum jeongmal hogchoghameonseo oillihaji anh-aseo joh-ayo geulaeseo mul toneoga yaggan beongeolusin bun-eun toneopaedeulo yeoleo beon dakk-a juneun geo chucheonhae deulbinida.)</i></p> <p>(I really like it and it's full of ampoules, so when I wipe my face with one of these pads, it becomes very moist as if I applied a water tone-up. And this pad isn't a typical cotton pad, it's a bellingsheet. Even my very sensitive skin doesn't get irritated at all when I wipe it like this. And it's really moisturizing but not oily enough to be used instead of toner, so I recommend wiping your skin several times with a toner pad for those who find water toner a bit cumbersome.)</p>
Step 2 (Offer an Explanation)	<p>“스킨케어는 항상 가벼운 물 제형에서 점점 무거운 오일리한 제형으로 바르시면 돼요 오일리한 제형의 특징은 수분막을 만들어 줘요 방어막 그래서이 속에 갇힌 수분이 날아가지 못하도록 방지해 주는 거예요.”</p> <p><i>(seukinkeoneun hangsang gabyeoun mul jehyeong-eseo jeomjeom mugeoun oillihan jehyeong-eulo baleusimyeon dwaeyo oillihan jehyeong-ui teugjing-eun subummag-eul mandeul-eo jwoyo bang-eomag geulaeseoi sog-e gadhin subun-i nal-agaji mochadolog bangjihae juneun geoyeyo.)</i></p> <p>(Skincare should always be applied from a light watery formula to a heavier oily formula. The characteristic of an oily formula is that it creates a moisture barrier, a protective barrier that prevents the moisture trapped inside from escaping.)</p>
Step 3 (Describe a Process)	<p>“모공을 채워 줘야 하니까 스파츨러로 먼저 도포 할게요. 스파츨러로 약간 긁어 줘야 목은 깊숙 하게 잘 채워 줘서 고공 부각이 일어나지 않아요. 자 그리고 힘 빼고 두드려 주세요. 건조할 때는 무거운 크림까지 발라서 기초 단계가 약간 무거운 상태예요. 이런 피부 상태에서 힘 주면서 세게 두드리면 약간 제품들이 밀려 나올 수 있어요.”</p> <p><i>(mogong-eul chaewo jwoya hanikka seupachulleolo meonjeo dopo halgeyo. seupachulleolo yaggan geul-eo jwoyo mog-eim gipsug hage jal chaewo jwoseo gogong bugag-i il-eonaji anh-ayo. ja geuligo him ppaego duduhyeo juseyo. geonjohal ttaeum mugeoun keulimkkaji ballaseo gicho dangvega yaggan mugeoun sangtaeyeyo. ileon pibu sangtaeseo him jumyeonseo sege duduimyeon yaggan jepumdeul-i millyeo naol su iss-eyo.)</i></p> <p>(I'll apply it first with a spatula because I need to fill in the pores. I'll scrape it a little with the spatula so that the neck is filled in deeply and there's no high-pitched sound. Then, pat it gently. When it's dry, I've applied a heavy cream, so the base step is a little heavy. If you pat hard with force in this skin condition, some of the products may be pushed out.)</p>

Move 4 (Topic Development) constitutes the core of beauty content on YouTube, where the speaker elaborates on the subject matter through personal opinion, technical explanation, and step-by-step instructional guidance. In Step 9, the speaker provides reasons for recommending products such as ampoules, exemplified by the statement “앰플이 너무 가득 들어 있어서... 아주 민감한 피부도 자극이 없어요” (“The ampoule is richly filled... even sensitive skin does not get irritated”), highlighting product advantages in terms of comfort and functionality, based on personal experience. Step 10 presents a technical explanation, such as “스킨케어는 항상 가벼운 물 제형에서 점점 무거운 오일리한 제형으로 바르시면 돼요” (“Skincare should always begin with lighter water-based textures and gradually move to heavier oily formulations”), demonstrating a clear understanding of product layering and usage logic. In Step 11, the speaker delivers detailed and practical application instructions, for instance: “스파츨러로 먼저 도포 할게요... 두드려 주세요” (“I will first apply it with a spatula, then pat it gently”), enabling viewers to replicate the method at home. Therefore, Move 4 illustrates the speaker’s role not only as a storyteller of personal experience but also as an educator and technical guide, making the content both informative and highly applicable.

Move 5 (Closure)

Move 5 serves to signal to the audience that the video is approaching its end. This move typically includes expressions that mark the conclusion of the presentation. At this stage, the speaker generally summarizes the key points previously discussed and redirects the audience’s attention to

the central ideas introduced at the beginning of the video. As outlined by (Chang & Huang, 2015), Closure plays a rhetorical role in tying together the content cohesively and preparing the audience for the wrap-up. In the context of Korean beauty content, Move 5 helps maintain clarity and coherence by reinforcing the main message and providing a sense of completion to the viewing experience.

Table 9.

The Realization of Move 5 in Korean Beauty Content on YouTube Channel

Move / Step	Text Excerpt
Move 5 (Closure)	<p>"여러분 오늘 이렇게 촉촉 스킨케어부터 촉촉 베이스 방법까지 다 보여 드렸는데. 잘 보셨나요? 오늘 알려드린 방법으로 피부 촉촉하게 잘 유지하셨으면 좋겠어요."</p> <p><i>(yeoleobun oneul ileohge chogchog seukinkeebuteo chogchog beiseu bangbeobkkaji da boyeo deulhyeossneunde jai bosyeossnayo? oneul allyeodeulin bangbeob-eulo pibu chogchoghage jai yujihasyeoss-eumyeon johgess-eoyo.)</i></p> <p>(Everyone, today I showed you everything from moist skin care to moist base methods. Did you see it well? I hope you can keep your skin moist with the methods I showed you today.)</p>

At this stage, Move 5 (Closure) signals the onset of video closure by incorporating a summary of the main content and prompting audience interaction. The speaker often poses rhetorical questions such as "잘 보셨나요?" ("Did you enjoy watching?"), which invites reflection and encourages viewer engagement. Before officially ending the video, expressions of hope are shared, such as "피부 촉촉하게 잘 유지하셨으면 좋겠어요" ("I hope your skin stays well moisturized with the tips I haveI've shared"), reinforcing a personal and empathetic tone. Overall, Move 5 fosters a positive atmosphere, motivates viewers to implement the advice provided, and strengthens the sense of connection through warm and thoughtful language. (Ulya & Yulianti, 2022), found a correlation between video exposure and interest in learning Korean through engaging content, where positive reinforcement and motivational elements contribute to building stronger connections with viewers and enhancing learning motivation.

Move 6 (Concluding Messages)

Move 6 (Concluding Messages) occurs when the speaker offers generalizations and speculative remarks, aiming to influence the audience's thoughts or actions after the conversation concludes. This move consists of two primary steps: a call for action and a generalization or speculative offering. The speaker typically wraps up the video with final reflections, motivational statements, or broader inspirational messages. A call for action may include inviting viewers to like, comment, and subscribe, fostering audience participation and channel growth. Meanwhile, generalizations or speculative messages—often reflecting on lifestyle, beauty values, or emotional encouragement—serve to leave a lasting impression. Through these strategies, Move 6 helps shape the viewer's post-viewing response and establishes a deeper, more personal resonance beyond the content itself.

Table 10.

The Realization of Move 6 in Korean Beauty Content on YouTube Channel

Move / Step	Text Excerpt
Move 6 (Concluding Messages)	
Step 1 (Call for Action)	<p>“또 이 안다레시피로 보고 싶은 메이크업이 있다면 댓글로 많이 남겨주시고요. 제가 댓글 모니터링 열심히 하고 있으니까 많이 의견 남겨주시면 좋을 것 같습니다. 오늘 영상도 도움이 되었다면 가시기 전에 좋아요, 구독 부탁드립니다 저희는.”</p> <p><i>(tto i andalesipilo bogo sip-eum meikeueob-i issdamyeon daesgeullo manh-i namgyeojusigoyo. jega daesgeul moniteoling yeolsimhi hago iss-eunikka manh-i uigyeon namgyeojusimyeon joh-eul geos gatseubnida. oneul yeongsangdo doum-i doeeosdamyeon gasigi jeon-e joh-ayo, gudog butagdeuligo jeohuineum)</i></p> <p>(Also, if there is a makeup recipe you would like to see with this recipe, please leave a lot of comments. I am monitoring the comments diligently, so it would be great if you leave a lot of opinions. If today's video was helpful, please like and subscribe before you leave.)</p>
Step 2 (Make Generalization)	<p>“봄하면 보통 벚꽃이 많이 떠오르잖아요. 그런 느낌도 너무 좋지만 이제 푸른 계절이 다가오고 있으니까 푸른 들panse 어울리는 빈티지, 히피 이런 모리걸 느낌도 굉장히 잘 어울리는 것 같아요. 여러분도 새롭게 도전해보시면 아주 좋을 것 같아요.”</p> <p><i>(bomhamyeon botong beojkkoch-i manh-i tteoleujanh-ayo. geuleon neukkimdo neomu johjiman ije puleun gyejeol-i dagaogo iss-eunikka puleum deulpan-e eoullineun bintiji, hipi ileon moligeol neukkimdo goengianghi jal eoullineum geos gat-ayo. yeoleobundo saelobge dojeonhaebosimyeon aju joh-eul geos gat-ayo.)</i></p> <p>(When you think of spring, you usually think of cherry blossoms. That feeling is really good, but now that the green season is approaching, I think a vintage, hippie, Morigirl feel that matches the green fields really suits you. I think it would be great if you tried something new too.)</p>

Step 12 of Move 6 emphasizes interactive engagement, as the speaker encourages audience participation through phrases such as “댓글로 많이 남겨주시고요” (“Please leave lots of comments”) and “가시기 전에 좋아요, 구독 부탁드립니다” (“Before you leave, please like and subscribe”). These utterances, accompanied by a clear commitment to monitoring viewer feedback, foster two-way communication and strengthen the relationship between the speaker and the audience. In Step 13, the speaker delivers inspirational messages, such as “여러분도 새롭게 도전해보시면 아주 좋을 것 같아요” (“I think you will also enjoy trying something new”), promoting seasonal self-exploration and trend adaptation. Through a motivational tone, the speaker invites viewers to expand their style and engage with the broader beauty narrative.

Altogether, Move 6 provides an interactive and reflective conclusion marked by encouragement and emotional connection. This approach supports (Cho & Suh, 2021)'s findings that Korean YouTube content combines conventional and innovative strategies to attract and maintain young viewers' attention, where interactive elements and emotional engagement serve as key factors in creating lasting impact. This final rhetorical gesture deepens the audience's receptiveness and enhances the lasting impact of the content.

Move 7 (Acknowledgements)

Move 7 (Acknowledgements) marks the final rhetorical gesture in Korean beauty YouTube videos, where the speaker expresses appreciation and gratitude to the audience. This move often involves offering compliments and heartfelt thanks to viewers who have watched the video through to the

end. The speaker may acknowledge individual support, general viewership, or community engagement as a way to reinforce a sense of belonging and respect.

Table 11.

The Realization of Move 7 in Korean Beauty Content on Youtube Channel

Move / Step	Text Excerpt
Move 7 (Acknowledgements)	<p>“여러분 오늘도 영상 봐주셔서 너무 감사합니다. 그럼 우린 다음 영상으로 만나요. 감사합니다.” <i>(yeoleobun oneuldo yeongsang bwajusyeoseo neomu gamsahabnida. geuleom ulin da-eum yeongsang-eulo manmayo. gamsahabnida.)</i> (Everyone, thank you so much for watching the video today. Then, we'll meet in the next video. Thank you.)</p>

Move 7 functions as the final step in a video, dedicated to expressing gratitude to the audience for their time and attention. In phrases like “여러분 오늘도 영상 봐주셔서 너무 감사합니다. 그럼 우린 다음 영상으로 만나요. 감사합니다.” (“Everyone, thank you so much for watching the video today. Then, we'll meet in the next video. Thank you.”), The speaker conveys sincere appreciation. This form of acknowledgment not only offers a polite conclusion but also reinforces the emotional bond between the content creator and the audience.

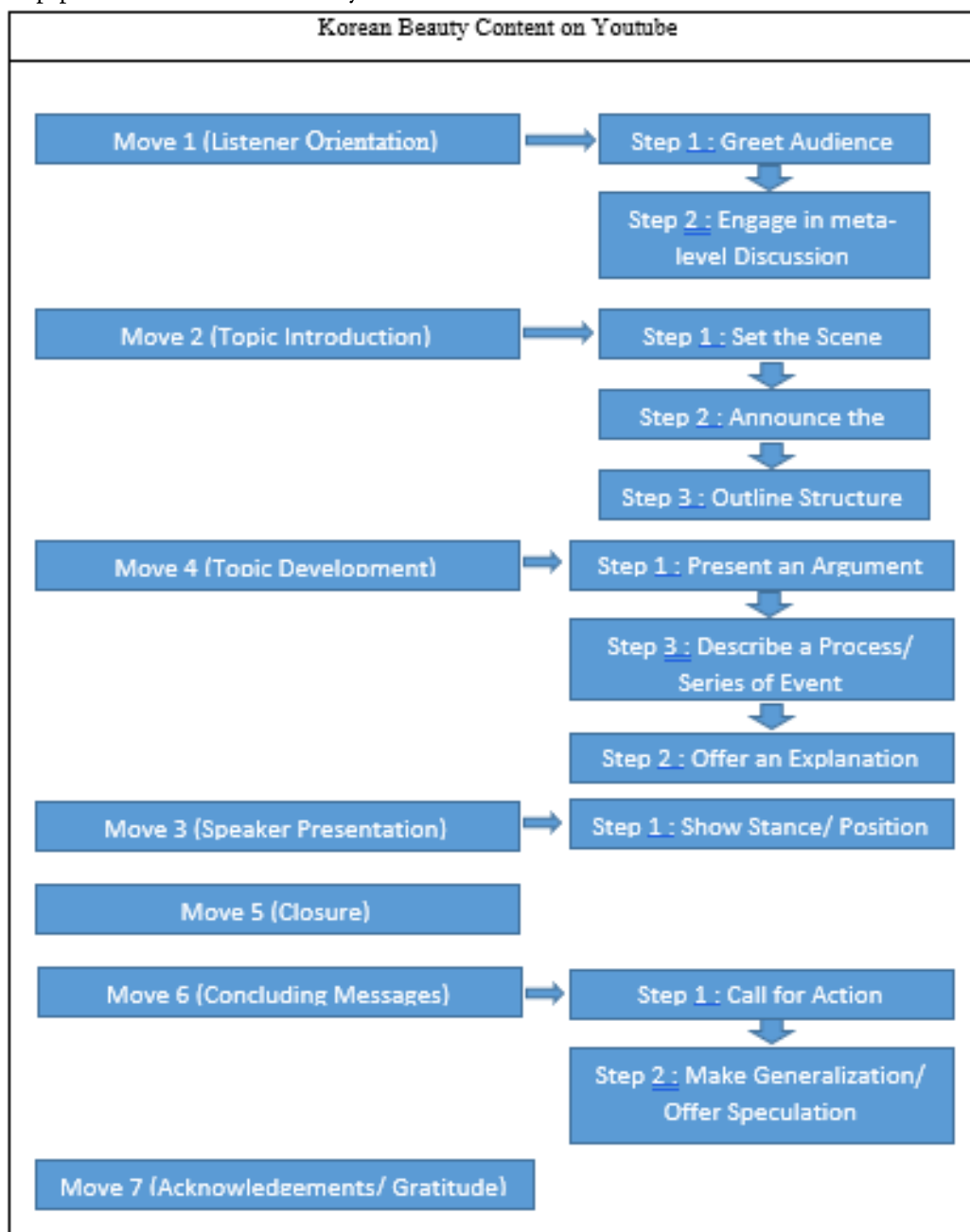
A defining feature of Move 7 is the explicit expression of thanks, often delivered with warm greetings and hopeful remarks about future encounters. Through this gesture, the speaker cultivates a sense of connection and leaves a lasting positive impression. (Ulya & Yulianti, 2022), discovered that acknowledgment and gratitude expressions contribute to building stronger connections with viewers and enhancing learning motivation, demonstrating how appreciation gestures create positive impact and foster continued engagement with the content.

This analysis reveals a relatively consistent pattern of Moves and Steps across Korean beauty content on YouTube. These patterns reflect the creators' typical tendencies in delivering their material. To identify these structures, the researcher examined the frequency and occurrence of each Move and Step within the available data. These findings contribute to previous research on genre analysis in digital media, particularly by highlighting Korean beauty content—a dimension that remains underexplored in systematic studies of digital rhetoric.

3.2. Move-Step Patterns in Korean Beauty content on YouTube Channel

This analysis reveals a consistent pattern of Moves and Steps within Korean beauty content on YouTube. These structures reflect the communicative tendencies of content creators in delivering their material. To identify these patterns, the researcher examined the frequency and occurrence of each Move and Step across the available data. The results demonstrate a clear organizational preference that influences how creators engage their audiences and shape their rhetorical strategies. Further details regarding these patterns are presented in the following table.

Table 12.
Move-step patterns of Korean beauty content on YouTube



The findings of genre analysis on Korean beauty content on YouTube reveal a clearly defined Move-Step pattern. In the opening sequence, speakers typically initiate with Move 1, Audience Orientation, which encompasses two steps: greeting the audience and engaging in meta-level discussion. This finding aligns with research by (Calvo et al., 2024), who through comment analysis on videos tagged with #learnkorean discovered that YouTube encompasses various aspects of language systems through community interactions, demonstrating the importance of audience orientation and interaction from the video's onset. This is followed by Move 2, Topic Introduction, consisting of three sequential steps—establishing background, announcing the topic, and outlining the structure. This systematic approach supports the findings of (Lee, 2020), who

emphasized that Korean language learning content on YouTube effectively enhances audience skills through multimedia learning and social interaction theory approaches, where clear structure facilitates better comprehension. Interestingly, the analysis shows that nearly all Korean beauty content creators tend to transition immediately into Move 4, Topic Development, bypassing Move three temporarily. Move 4 includes three distinct steps, carried out in a unique order: presenting arguments, describing processes, and subsequently offering explanations. This arrangement underscores Move 4 as the core component of Korean beauty videos, where speakers elaborate on their perspectives, demonstrate application methods, and provide further clarification. This finding aligns with research by (Cho & Suh, 2021), who demonstrated that YouTube content combines conventional and innovative translation strategies as well as neologisms to attract young viewers, where engaging demonstration of application methods becomes key to content effectiveness. Only after this comprehensive development do most speakers proceed to Move 3, Speaker Presentation, where it is observed that they predominantly focus on expressing personal attitudes toward the topic. This final step helps reinforce their credibility and fosters a sense of connection with the audience. This supports research by Safitri and Efendi (2024), who highlighted the importance of rhetorical elements such as ethos, pathos, and logos in delivering educational messages, where speakers' personal attitude expressions function as ethos elements that strengthen credibility.

In the concluding section, several speakers deliver Move 5 (Closure), followed by Move 6 (Closing Message), which includes Step 2 (Generalizing/Offering Speculation). In this step, speakers summarize the key points discussed and present insights or speculations regarding the future of the topic. Ultimately, the presentation ends with Move 7 (Appreciation/ Thanking the Audience), which serves to express gratitude to the viewers for their attention. This systematic closing structure supports findings by (Ulya & Yulianti, 2022), who found a correlation between video exposure and interest in learning Korean through mixed Korean-Indonesian content and engaging subtitles, where audience appreciation creates positive impact and enhances engagement. Although the observed Move-Step positioning in these videos does not entirely conform to the framework of (Chang & Huang, 2015) as adapted for this study, the Move-Step pattern nevertheless demonstrates that Korean beauty content on YouTube exhibits a coherent and well-planned structure. This structure effectively facilitates information delivery. By adhering to this pattern, speakers can convey their messages in an engaging and easily comprehensible manner, thereby creating a positive impact on the audience.

3.3. Implication for Teaching Presentation Skills

The implications of genre analysis on Korean beauty content on YouTube are highly significant in the context of speaking instruction focused on presentation skills. Korean beauty content, as an increasingly popular genre, offers various elements that can be utilized to enhance learners' presentation competencies. By understanding and analyzing this genre, learners can develop the ability to structure presentations that are both engaging and effective, thereby improving their communication skills across different contexts. The initial step in enhancing presentation proficiency lies in strengthening the four dimensions of genre knowledge identified by (Tardy, 2009). These include Rhetorical Knowledge, which involves understanding how texts function to serve various purposes in different contexts. In the context of Korean beauty content, learners can analyze how creators apply rhetorical strategies to capture audience attention, build credibility, and communicate messages effectively. Next is Process Knowledge, which describes how genres are

executed, including text composition and the interaction of genres within broader networks. Learners may gain insight into the creation process of Korean beauty content, such as planning, filming, and editing, to understand how to organize structured and compelling presentations. Lastly, Subject-Matter Knowledge encompasses familiarity with content relevant to a particular discipline. In this case, learners need to grasp current trends and issues within the beauty industry as portrayed in Korean content.

The final is Formal Knowledge, which involves understanding the textual conventions and structures used within a specific genre. By analyzing the format and delivery style of Korean beauty content, learners can gain insight into how to design presentations that align with audience expectations, including the use of appropriate language and clear structural organization. Developing strong genre knowledge enhances learners' genre awareness, enabling them to recognize and comprehend the communicative purposes and conventions within a given genre, an essential skill in the context of presentation. Tardy (2009) emphasizes that genre awareness supports individuals in adapting and innovating their communication strategies, ultimately improving presentation effectiveness. By internalizing these elements, learners can apply similar strategies in their presentations. This knowledge empowers them to deliver relevant and engaging information. The development of genre awareness through the analysis of Korean beauty content on YouTube not only enriches learners' understanding of genre but also contributes significantly to the advancement of their presentation skills.

4. CONCLUSION

This study aims to identify and describe genre patterns embedded within Korean beauty content on YouTube by analyzing the Move-Step structure employed by content creators. The findings demonstrate that Korean beauty YouTube content, about the development of presentation skills, typically exhibits a systematic and purposeful rhetorical pattern. Presentations commonly begin with efforts to establish interaction and orientation with the audience, followed by an introduction to the topic that clarifies the background and the narrative trajectory.

A distinctive feature of Korean beauty content lies in the material development phase, where the main information is delivered sequentially—presenting arguments, explaining processes, and offering clarifications that enhance audience comprehension. Subsequently, speakers often reinforce their messages through the expression of personal attitudes, strengthening authenticity and emotional connection with the viewers. The closing typically includes a summary of the discussion and ends with a note of gratitude, maintaining a sense of closeness and positivity with the audience.

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